



artwhatson for commercial galleries.

australia's online art space. connecting artists and galleries with people who like art.

A **website**, an **app**, weekly **enews**, **facebook**, **twitter**. A presence on artwhatson brings you exposure, enquiries and sales from a highly engaged visual arts audience.

audience overview

- **Active art buyers**
31% have purchased an artwork in the last 3 months, 57% in the last year
- **Regular gallery visitors**
64% have visited a commercial art gallery in the last month,
85% in the last 3 months
- **Engaged online**
45% have been inspired to purchase an artwork they first saw online
93% use artwhatson to select which galleries and exhibitions to visit
95% use artwhatson to discover new artists
- **Expand your reach**
8,000 weekly email newsletter subscribers
Millions of web page views each year
iPhone app - over 10,000 downloads in the first two weeks
Facebook and Twitter

joining is easy and affordable

- 1 Go to www.artwhatson.com.au
- 2 Register and pay, or choose our
FREE 45 day trial
- 3 Upload your work

Questions?

Call us on 02 9550 1021 or
email info@artwhatson.com.au

Too busy? Let us do it all for you



artwhatson.com.au

contact

ph 02 9550 1021
info@artwhatson.com.au
www.artwhatson.com.au

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10 group
design | print | publish

full audience profile

● regular gallery visitors

64% have visited a commercial art gallery in the last month,
85% in the last 3 months

● active art buyers

31% have purchased an artwork in the last 3 months,
57% in the last year

64% have purchased an artwork from a commercial
art gallery

53% have purchased an artwork at an exhibition opening

● artwhatson is a key element in their decision making

93% use artwhatson to 'select which galleries to visit'

88% 'have been inspired to visit an exhibition they first
read about on artwhatson'

95% find artwhatson 'helpful in discovering new artists
and galleries'

95% agree with the statement 'artwhatson keeps me
up to date with the visual arts in Australia'

● artwhatson is an important part of their art buying process

95% agree with the statement 'I find artwhatson
helpful if looking to purchase an artwork'

45% 'have been inspired to purchase an artwork
they first saw online'

● engaged online

73% have purchased a product or service online
(eg Amazon, eBay, other)

49% regularly read newspapers or magazines online

25% regularly read blogs online

21% download apps for their phone

19% regularly access the internet from their phone

● demographics

75% Female, 25% Male

49% aged 35 – 55 yrs

19% aged 35 – 44 yrs

30% aged 45 – 55 yrs

Questions?

Call us on 02 9550 1021 or email
info@artwhatson.com.au

Too busy? Let us do it all for you

* Survey of 7,500 artwhatson subscribers December 2010.



website



app



newsletter



facebook



twitter

about artwhatson

artwhatson provides dynamic exposure to the Australian art scene, connecting people who like art with galleries and artists.

Our ambition is to help expand the visual arts audience across Australia by providing new and exciting ways to engage with galleries.

artwhatson provides a unique combination of **website**, weekly **news**, iPhone **app**, **facebook** and **twitter**, allowing our audiences to engage with art in a way that best suits them.

We offer special support for Artist Run Initiatives, Public and Regional Galleries, and other not-for-profit arts bodies. Current visual arts sponsorships include the Art Gallery Society of NSW, Sculpture by the Sea and Art Month Sydney.

artwhatson is brought to you by **10 group**.
Around for 20 years, we specialise in the visual arts.

artwhatson.com.au